

Station	KSNV-TV LAS VEGAS, NV.	Agency	( ) CROSSROADS MEDIA	Rep Firm	
Advertiser	( ) .CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office ( )	PHILADELPHIA
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson ( )	AMY MCCREARY
Estimate#	1121	Agency C/P1/P2/E	12/11/1121		
Buyer	Emily Milhoan	Flight Dates	10/21/2012 - 10/28/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

--- CONTRACT COMMENT ---

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/22-10/22	1	1	1	\$1,800.00	
	2	TU	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/23-10/23	1	1	1	\$1,800.00	
	3	W	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/24-10/24	1	1	1	\$1,800.00	
	4	TH	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/25-10/25	1	1	1	\$1,800.00	
	5	F	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/26-10/26	1	1	1	\$1,800.00	
	6	SA	7P-730P	WHEEL OF FORTUNE	:30	\$1,050.00	10/27-10/27	1	1	1	\$1,050.00	
	7	SU	4P-515P	FOOTBALL NIGHT IN AMERICA	:30	\$5,000.00	10/21-10/21	1	1	1	\$5,000.00	
	8	SU	4P-515P	FOOTBALL NIGHT IN AMERICA	:30	\$5,000.00	10/28-10/28	1	1	1	\$5,000.00	
	9	SA	5P-630P	KSNV EARLY NEWS	:30	\$1,350.00	10/27-10/27	1	1	1	\$1,350.00	
	10	TU	9A-10A	TODAY SHOW II	:30	\$1,000.00	10/23-10/23	1	1	1	\$1,000.00	
	11	TH	9A-10A	TODAY SHOW II	:30	\$1,000.00	10/25-10/25	1	1	1	\$1,000.00	
	12	F	9A-10A	TODAY SHOW II	:30	\$1,000.00	10/26-10/26	1	1	1	\$1,000.00	
	13	TU	10A-11A	TODAY SHOW III	:30	\$600.00	10/23-10/23	1	1	1	\$600.00	
	14	W	10A-11A	TODAY SHOW III	:30	\$600.00	10/24-10/24	1	1	1	\$600.00	

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Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/1121  
Flight Dates 10/21/2012 - 10/28/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	15	TH	10A-11A	TODAY SHOW III	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
	16	M	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	17	TU	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	10/23-10/23	1	1	1	\$1,000.00	
	18	F	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	10/26-10/26	1	1	1	\$1,000.00	
	19	M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
	20	W	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	10/24-10/24	1	1	1	\$400.00	
	21	TH	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	10/25-10/25	1	1	1	\$400.00	
	22	TU	11A-12P	RACHEL RAY	:30	\$1,000.00	10/23-10/23	1	1	1	\$1,000.00	
	23	TH	11A-12P	RACHEL RAY	:30	\$1,000.00	10/25-10/25	1	1	1	\$1,000.00	
	24	F	11A-12P	RACHEL RAY	:30	\$1,000.00	10/26-10/26	1	1	1	\$1,000.00	
	25	TU	2P-3P	THE DOCTORS	:30	\$650.00	10/23-10/23	1	1	1	\$650.00	
	26	TH	2P-3P	THE DOCTORS	:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
	27	F	2P-3P	THE DOCTORS	:30	\$650.00	10/26-10/26	1	1	1	\$650.00	
	28	TU	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	10/23-10/23	1	1	1	\$3,400.00	
	29	W	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	10/24-10/24	1	1	1	\$3,400.00	
	30	F	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	10/26-10/26	1	1	1	\$3,400.00	

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66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/1121

Flight Dates 10/21/2012 - 10/28/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	31	TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	10/23-10/23	1	1	1	\$1,200.00	
	32	TH	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	10/25-10/25	1	1	1	\$1,200.00	
	33	F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	10/26-10/26	1	1	1	\$1,200.00	
	34	SU	930P-10P	JEP	:30	\$2,400.00	10/21-10/21	1	1	1	\$2,400.00	
	35	SU	930P-10P	JEP	:30	\$2,400.00	10/28-10/28	1	1	1	\$2,400.00	
	36	TU	3P-4P	DR. PHIL	:30	\$1,200.00	10/23-10/23	1	1	1	\$1,200.00	
	37	TH	3P-4P	DR. PHIL	:30	\$1,200.00	10/25-10/25	1	1	1	\$1,200.00	
	38	F	3P-4P	DR. PHIL	:30	\$1,200.00	10/26-10/26	1	1	1	\$1,200.00	
	39	M	4P-5P	NEWS 3 AT 4	:30	\$1,800.00	10/22-10/22	1	1	1	\$1,800.00	
	40	W	4P-5P	NEWS 3 AT 4	:30	\$1,800.00	10/24-10/24	1	1	1	\$1,800.00	
	41	TH	4P-5P	NEWS 3 AT 4	:30	\$1,800.00	10/25-10/25	1	1	1	\$1,800.00	
	42	SA	9A-930A	NEWS 3 TODAY/WKEND	:30	\$1,500.00	10/27-10/27	1	1	1	\$1,500.00	
	43	M	1P-2P	DAYS OF OUR LIVES	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	44	W	1P-2P	DAYS OF OUR LIVES	:30	\$1,000.00	10/24-10/24	1	1	1	\$1,000.00	
	45	TH	1P-2P	DAYS OF OUR LIVES	:30	\$1,000.00	10/25-10/25	1	1	1	\$1,000.00	
	46	M	1230P-1P	NEWS 4: THE AGENDA	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	47	TU	1230P-1P	NEWS 4: THE AGENDA	:30	\$1,000.00	10/23-10/23	1	1	1	\$1,000.00	

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	48	F	1230P-1P	NEWS 4: THE AGENDA	:30	\$1,000.00	10/26-10/26	1	1	1	\$1,000.00	
	49	M	5P-630P	EARLY NEWS	:30	\$3,600.00	10/22-10/22	1	1	1	\$3,600.00	
	50	TU	5P-630P	EARLY NEWS	:30	\$3,600.00	10/23-10/23	1	1	1	\$3,600.00	
	51	W	5P-630P	EARLY NEWS	:30	\$3,600.00	10/24-10/24	1	1	1	\$3,600.00	
	52	SU	830P-930P	NEWS 3 LIVE (FOLLOWING NFL)	:30	\$3,600.00	10/21-10/21	1	1	1	\$3,600.00	
	53	SU	830P-930P	NEWS 3 LIVE (FOLLOWING NFL)	:30	\$3,600.00	10/28-10/28	1	1	1	\$3,600.00	
	54	M	7A-9A	TODAY SHOW	:30	\$3,800.00	10/22-10/22	1	1	1	\$3,800.00	
	55	W	7A-9A	TODAY SHOW	:30	\$3,800.00	10/24-10/24	1	1	1	\$3,800.00	
	56	TH	7A-9A	TODAY SHOW	:30	\$3,800.00	10/25-10/25	1	1	1	\$3,800.00	
	57	M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	10/22-10/22	1	1	1	\$2,800.00	
	58	W	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	10/24-10/24	1	1	1	\$2,800.00	
	59	M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	
	60	W	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
	61	F	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$2,000.00	10/26-10/26	1	1	1	\$2,000.00	
	62	M	630P-7P	JEOPARDY	:30	\$3,400.00	10/22-10/22	1	1	1	\$3,400.00	

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	63	TH	630P-7P	JEOPARDY	:30	\$3,400.00	10/25-10/25	1	1	1	\$3,400.00	
	64	F	630P-7P	JEOPARDY	:30	\$3,400.00	10/26-10/26	1	1	1	\$3,400.00	
	65	M	10P-11P	REVOLUTION N/A 10/22	:30	\$6,400.00	10/22-10/22	1	1	1	\$6,400.00	

---REPORT TOTALS---

Report Totals: 65 / \$128,050.00

---SALES MONTHLY TOTALS---

Oct 12: 65 / \$128,050.00

Sales Totals: 65 / \$128,050.00

Station Totals: 65 / \$128,050.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$388,030	CATV	0%	KBLR	0%	KINC	0%	KLAS	34%	KSNV	33%
		KTNV	11%	KTUD	2%	KVCW	1%	KVMY	8%	KVVU	11%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE